



WTIC-TV

## ORDER

Print Date 10/24/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 396137 - 2

Original Date / Revision  
10/24/12 10/24/12

Advertiser E Esty/D/5th Dist/Congress

Agency Greer Margolis &amp; Mitchell, Ir

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

FIRENDS OF ELIZ ESTY

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1952

Alt Order # 06361676

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 70400

Competing Station	% of Order	Amount
2WCCT	1%	704
3WFSB	45%	31680
4WVIT	12%	8448
5WTNH	27%	19008
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$8,976.00	\$10,560.00	0.00	10/01/12	10/22/12	18	\$8,976.00	\$10,560.00
Totals	18	\$8,976.00	\$10,560.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		1				\$1,400.00		0.00			
2	61	10/16/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	- TWTF - -	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		1				\$50.00		0.00			
3	61	10/16/12	10/19/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		1				\$375.00		0.00			
E 4	61	10/16/12	10/19/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		1				\$300.00		0.00			
E 5	61	10/16/12	10/19/12		CM	5a-6a	- TWTF - -	:30	1	\$55.00	03	0.00	NM	1	\$55.00



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Contract / Revision **396137- 2** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1952**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 5a-6a										
				M-F 5a-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$55.00		0.00					
E 6	61	10/16/12	10/19/12	M-F 5p-6p	CM	5p-6p	- TWTF - -	:30	1	\$200.00	01	0.00 NM	1	\$200.00
				M-F 5p-6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$200.00		0.00					
E 7	61	10/16/12	10/19/12	M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	1	\$425.00	01	0.00 NM	1	\$425.00
				M-F 6p-630p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$425.00		0.00					
8	61	10/16/12	10/19/12	M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	1	\$275.00	01	0.00 NM	1	\$275.00
				M-F 6a-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$275.00		0.00					
9	61	10/16/12	10/19/12	M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	1	\$275.00	01	0.00 NM	1	\$275.00
				M-F 7a-8a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$275.00		0.00					
E 10	61	10/16/12	10/19/12	M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	1	\$175.00	01	0.00 NM	1	\$175.00
				M-F 8a-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -	1		\$175.00		0.00					
E 12	61	10/22/12	10/22/12	Mon Prime A	CM	8p-9p	1 - - - - -	:30	1	\$4,500.00	01	0.00 NM	0	\$0.00
				X-Factor										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1 - - - - -	1		\$4,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	61	10/22/12-10/28/12		Mon Prime A	8p-9p		M - - - - -	:30	<del>(\$4,500.00)</del>	0.00	NM			
Credited														
13	61	10/21/12	10/21/12	Su 11p-1130p	CM	11p-1130p	- - - - - 1	:30	1	\$250.00	03	0.00 NM	1	\$250.00
				Sun 11p-1130p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - - - - 1	1		\$250.00		0.00					
14	61	10/21/12	10/21/12	Fox News Sunday	CM	9a-10a	- - - - - 1	:30	1	\$150.00	01	0.00 NM	1	\$150.00
				Su 9a-10a Fox News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - - - - 1	1		\$150.00		0.00					
15	61	10/17/12	10/17/12	Wed Prime Rotator	CM	8p-10p	- - 1 - - -	:30	1	\$4,000.00	01	0.00 NM	1	\$4,000.00
				X-Factor										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - 1 - - -	1		\$4,000.00		0.00					
E 16	61	10/22/12	10/22/12	M-F News at Ten	CM	10p-11p	1 - - - - -	:30	1	\$1,400.00	01	0.00 NM	1	\$1,400.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1 - - - - -	1		\$1,400.00		0.00					
E 17	61	10/22/12	10/22/12	M-F News at 11pm	CM	11p-1135p	1 - - - - -	:30	1	\$375.00	01	0.00 NM	1	\$375.00
				News at 11pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1 - - - - -	1		\$375.00		0.00					



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Contract / Revision     **396137 - 2**   Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision   10/24/12/   10/24/12Order Sep   00:15:00Advertiser   **E Esty/D/5th Dist/Congress**   Product **FIRENDS OF ELIZ ESTY**Estimate #   **1952**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	61	10/22/12	10/22/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$55.00	03	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$55.00		0.00			
E 19	61	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-TWTF--	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					1	\$600.00		0.00			
20	61	10/16/12	10/19/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	-TWTF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					1	\$200.00		0.00			
Totals														18	\$10,560.00